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ROSES *for 1951*

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND
11700 National Boulevard, Los Angeles 64, California
RETURN POSTAGE GUARANTEED

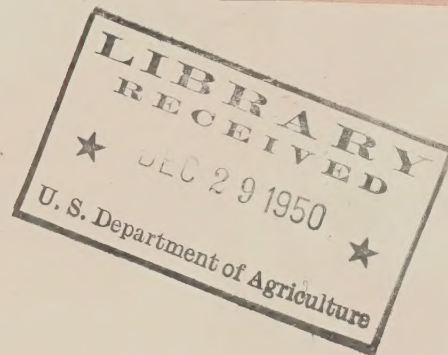
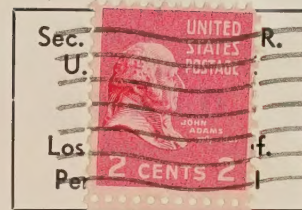
OLIVE PERCIVAL

Paul J. Howard's
Fragrant New Cherry Red
ROSE

We know of no other Rose that will produce as many lovely buds, long, slender and translucent, so continuously as our enticing new cherry red variety, Olive Percival. You can keep your vases almost constantly filled, and the buds open slowly into flowers that are beautiful in all stages. They never fade until the petals drop. Because of such freedom of bloom, Olive Percival makes a spectacular show in the garden, as a bush or in tree form. Bushes are shapely, vigorous, disease resistant.

Each \$2.00, 3 for \$5.00

Tree Roses, each \$4.50



43
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Cam

Paul J. Howard's collection of Camellias is one of the finest in the West, comprising several hundred varieties. If you are interested in fine Camellias, visit California Flowerland at various times from November to May, during their blooming season.

Our Camellia plants in 8-inch pots are two to four years old, much larger and more branched than plants usually grown in 1-gallon cans.

The plants in 7½-gallon cans are bushy and extra large, fine specimens for garden display.

TYPICAL 7½-GALLON SIZE PLANT

ADOLPHE AUDUSSON. Very large semi-double deep red, sometimes variegated with white; broad petals, showy stamens. Midseason. 8-inch pots, 24-30 inches, \$8.50; 7½ gal. cans, 3 ft., \$18.75.

ALBA PLENA. Lovely symmetrical double pure white, favorite for corsages and pot plants. Early. 8-inch pots, 12-18 inches, \$4.50; 1-gal., \$2.50; 5-gal., \$7.50; 7½-gal., \$12.50.

ADOLPHE AUDUSSON VARIEGATED. Striking semi-double blooms, mostly white, with deep red variegation. 8-inch pots, 12-18 inches, \$7.50.

AUGUST DELFOSSE. Double, high centered peony form, deep red with occasional white spot on petals. Vigorous, upright bush. 7½-gal. can, 3 ft., \$10.00.

BERENICE BODDY. (U. S. Patent No. 605) A lovely new light pink, shaded darker on under petals. Semi-double cup-shaped in form, with showy stamens. Vigorous, hardy, free flowering, with handsome foliage. Midseason. 8-inch pots, 18 inches, \$5.00; 5-gal., 24 inches, \$10.00.

BLOOD OF CHINA. (Victor Emmanuel) One of the showiest and best red Camellias, and strongest growers. Large double flowers, informal to peony form, with showy stamens, bright red with dark red veins. Compact, fine pot plant; late. 8-inch pots, 2½ ft., \$5.00; 7½-gal., 3½ ft., \$15.00.

BONOMIANA. Formal double flowers, variegated white and pink. Midseason. 8-inch pots, \$5.00.

CAMEO PINK. Lovely soft pink, double formal flowers; compact, upright plant; midseason. 7½-gallon cans, \$17.50.

CASSETTI. Double symmetrical white that blooms late. Handsome tall plants are hardy, free flowering. 7½-gal. cans, 4 ft., \$17.50.

CHANDLERI ELEGANS, VARIEGATED. One of the best and most popular, rose pink flowers of anemone form, very large, blotched with white. Free flowering, spreading plant, a fine plant for espalier work. Early to midseason. 1-gal. cans, \$2.00; 8-inch pots, 12 inches, \$3.50; 5-gal. cans, 2-3 ft., \$7.50.

CHEERFUL. Rose red flowers of medium size, double rose form. Vigorous compact plant, free flowering; midseason. 7½-gal. can, 2½ ft., \$6.50.

C. M. WILSON. A beautiful new Camellia of Chandleri type, very large open flowers with tufted center. Color is lovely clear light pink; blooms midseason. 1-gal. can, \$7.50; 7½-gal. can, 3-3½ ft., \$12.50.

COL. FIREY. (C. M. Hovey) One of the handsomest and most popular double reds, very large symmetrical flowers; upright bush, blooms midseason to late. 5-gal., 2-3 ft., \$6.50.

DAIKAGURA VARIEGATED. Among the earliest to bloom, large double flowers of peony form, rose pink splotted with white, long lasting as cut flowers. 1-gal. cans, \$2.00; 8-inch pots, 12 inches, \$3.50; 7½-gal. cans, 2½ ft., \$10.00.

DEBUTANTE. Large double shell pink, peony form; upright plant, hardy, early to midseason. 1-gal., 12-18 inches, \$2.50; 5-gal., 3 ft., \$7.50.

DONCKELARI. One of the most spectacular of the variegated Camellias, huge showy semi-double blooms with broad petals and conspicuous yellow stamens, variegated glowing red and white. Midseason. 8-inch pots, 18 inches, \$7.50; 1-gal. cans, 12 inches, \$5.00.

DUNCAN BELL. Large flowers of anemone form, broad outer petals and tufted center of small petals, brilliant red. Tall plant, blooms midseason. 8-inch pots, 3 ft., \$6.50.

ECSTASY. Formal double flowers of clear pink; compact plant, one of the most free flowering; midseason. 7½-gal., 2½ ft., \$15.00.

ELEANOR FRANCHETTI. Fine white peony form with pointed petals, some with pink stripe. Vigorous, blooms midseason, will take some sun. 7½-gal., 3 ft., \$15.00.

ELENA NOBILE. Double brilliant red flowers with showy stamens, shiny narrow foliage; free flowering, late. 8-inch pots, 2½ ft., \$4.50; 5-gal. cans, 3 ft., \$8.50; 7½-gal. cans, 3½ ft., \$12.50.

EMPRESS. (Grandiflora Rosea) One of the largest and most beautiful, semi-double rose pink; strong growing bush, free flowering, Jan. to March. 8-inch pots, 2 ft., \$4.50; 5-gal., 2 ft., \$6.50; 7½-gal. can, 2½ ft., \$10.00.

EMPEROR WILHELM. (Gigantea) Very showy large semi-double red and white variegated blooms, rather variable in form. Vigorous plant, blooms freely from December to March. 1-gal. can, 1 ft., \$4.50; 8-inch pots, 2 ft., \$7.50; 5-gal., \$10.00.

F. G. No. 2. One of the most spectacular new West Coast Camellias. Large broad-petalled semi-double blooms of brilliant red and white, with showy golden stamens. Compact plant, blooms midseason. 8-inch pots, 12 inches, \$6.50; 5-gal., \$8.50.

FIMBRIATA. An exquisite formal double pure white flower, with fringed petals; blooms early. 8-inch pots, 1 ft., \$4.00; 5-gal., \$8.50.

FINLANDIA. (Dearest) Large, semi-double open flowers with fluted petals and golden stamens; handsome compact plant, blooms early to midseason. 8-inch pots, 1½ ft., \$4.50; 7½-gal., 3 ft., \$12.50.

FINLANDIA VARIEGATED. Variegated form, pink and white, of Finlandia. 5-gal. can, 2 ft., \$7.50.

FLAME. Spectacular bright flame-red, broad petalled semi-double blooms with showy stamens. Upright growth, exceptionally free flowering; midseason. 1-gal., 12 inches, \$4.00; 8-inch pots, 18 inches, \$7.50.

FRANCINE. (Chandleri Pink) Very large blooms of anemone form, soft rose pink. Free flowering, early to midseason, even when very young. 8-inch pots, 12 inches, \$4.50.

FRIZZLE WHITE. Rare and lovely white semi-double, with wavy, crinkled petals intermixed with yellow stamens. Vigorous, spreading growth; midseason. 1-gal., 12 inches, \$4.50.

GLEN 40. One of the finest deep reds. Large symmetrical flowers with slightly cupped petals; deep green glossy foliage. Feb. to April. 1-gal., 12 inches, \$4.50; 8-inch pots, 12-18 inches, \$7.50; 5-gal., 2 ft., \$10.00.

GOSHUGURUMA. Unique showy single blooms, deep red with tufted center of petaloids and golden stamens; free flowering, midseason. 8-inch pots, 2½ ft., \$4.50; 7½-gal., 3 ft., \$10.00.

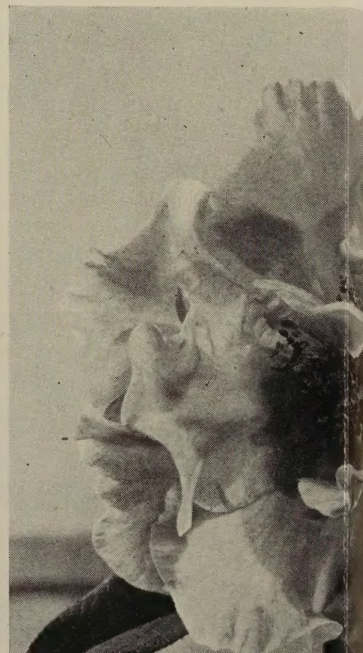
GOVERNOR EARL WARREN. A showy new introduction, and a plant of exceptional vigor. Very large blooms of rose form, rose red in color. Blooms freely, midseason to late. 1-gal. can, \$5.00; 5-gal., \$8.50.

GOVERNOR MOUTON. Broad petalled peony form, deep red blotched white; vigorous, upright; midseason. 8-inch pots, 18 inches, \$5.00; 7½-gal., 2½ ft., \$15.00.

GRANDIFLORA ROSEA—
See Empress.

GYPSY. Formal double darkest red flowers, buds maroon red; late. 8-inch pots, 12-18 inches, \$5.00; 5-gal. cans, 18 inches, \$7.50.

HAKUO. Formal double white; bushy plant, late. 7½-gal., 3 ft., \$12.50.



Camellias

Camellias are not difficult to grow, and will succeed everywhere in the Southland except in desert and high mountain regions.

Plant them as ornamental flowering shrubs in shade or half shade, use them as hedges, espalier them on a shaded wall or fence, and grow them in large pots for patio decoration. There are varieties suited to every landscape purpose.

Camellias should have well-drained soil with plenty of leaf mold or peat moss mixed in.

HIGH HAT. Very beautiful large double flowers, soft shell pink, sometimes marbled white, sport of Daikagura. Free flowering, very early. 8-inch pots, 2 ft., \$7.50.

HOSHIGURUMA. Rose red flowers of double peony form; exceptionally fine upright plant for landscape; late. 7½-gal. cans, 2½ ft., \$10.00.

JENNY JONES. A marvelous new giant white Camellia with semi-double blooms, with crinkly petals, long lasting as a cut flower. Hardy, vigorous plant; midseason. 8-inch pots, 18 inches, \$7.50.

KIKUTOGI. Handsome formal double clear red; vigorous, bushy, free flowering; early. 7½-gal., 3 ft., \$15.00.

KING LEAR. Very large showy semi-double blooms with broad petals and conspicuous stamens; cherry red marbled white. Compact, midseason. 8-inch pots, 12 inches, \$5.00.

KUMASAKA. One of the showiest and most free flowering. Large double peony type blooms, glowing deep rose pink, midseason to late. 8-inch pots, 12-18 inches, \$4.00; 7½-gal., 3 ft., \$12.50.

LADY HUME'S BLUSH. Formal double white with delicate blush pink shading, long lasting; spreading growth, midseason. 8-inch pots, \$4.50.

LADY JANE GREY. (Eugene Lizze) Large double blooms, sometimes peony form, rose pink marbled and splashed white. Compact plant, midseason. 8-inch pots, 2 ft., \$5.00.

LINDSAY NEILL. One of the most sought after, with showy dark red flowers, marbled white, semi-double to peony form; early. 8-inch pots, 12 inches, \$6.50.

LOTUS. (Grandiflora Alba) Immense pure white semi-double flowers that resemble a water lily, with golden stamens; midseason. 8-inch pots, 12 to 18 inches, \$3.50.

MARASCHINO. Formal double bright red, lighter at center; free flowering, late. 7½-gal. cans, 3 ft., \$8.50.

MARCHIONESS OF EXETER. Fine large double peony type, clear pink; spreading plant, early to midseason. 8-inch pots, 2½ ft., \$4.50; 7½-gal., 3 ft., \$12.50.

MARY CHARLOTTE. New and very fine Camellia, with flowers of medium size, anemone form, broad outer petals, delicate soft pink in color, and fragrant, elegant as corsage flowers. Midseason. 8-inch pots, 18 inches, \$5.00.

MATHOTIANA. One of the largest and most spectacular reds, of symmetrical double rose form with heavy petals, lovely for cutting; upright, compact plant, midseason. 8-inch pots, 12 inches, \$3.50; 1-gal. cans, 1 ft., \$2.50.

MATSUKASA. (Pine Cone) High centered semi-double flowers of rose pink, with white markings; late. 7½-gal., 2 ft., \$7.50.

MME. HOVEY. Formal double pink blooms of great size, perfect for corsages; vigorous, upright plant, free flowering, hardy; midseason. 7-inch pots, 1 ft., \$2.50.

MONARCH. (Gunelli) Large handsome flowers of peony form, deep pink sometimes spotted white; compact plant, midseason. 7½-gal. can, 3½ ft., \$12.50.

MRS. ABBY WILDER. White flowers of anemone form, like Chandleri, sometimes flecked pink; compact upright growth; midseason. 7½-gal., 4 ft., \$17.50.

MRS. CHARLES COBB. Fine late dark red, large semi-double to peony form, long lasting corsage flower; vigorous, spreading plant. 8-inch pots, 2 ft., \$6.50; 7½-gal. can, 3 ft., \$15.00.

MRS. WILLIAM THOMPSON. Another lovely semi-double white with large, broad petals, faint pink flush; midseason. 7½-gal. can, 3 ft., \$15.00.

NAGASAKI. Lovely semi-double blooms of great size, with smaller center petals mingled with stamens; rose pink marbled white, slightly fragrant. Spreading plant, blooms midseason. 8-inch pots, 18 inches, \$3.50.

PAUL HOWARD'S WHITE. (Improved Alba Plena) Very large formal double white of great beauty; handsome bush, blooms late. 8-inch pots, 2 ft., \$4.00; 7½-gal. can, 3 ft., \$15.00.



USE CAMELLIAS FOR FLOWER ARRANGEMENTS

PAX. Perfectly formed symmetrical double blooms of heavy substance; medium, upright growth, blooms midseason to late. 5-gal., \$7.50.

PINK PERFECTION. Popular formal double light pink, free flowering, early to late. 8-inch pots, 18 inches, \$2.00; 5-gal. cans, 2 ft., \$4.50.

PINK STAR. One of the finest and most popular pink Camellias. Flowers are large, semi-double, with outer petals pointed. Plants are upright, covered with bloom from late winter to spring; among the best for growing in pots. 8-inch pots, 2 ft., \$3.50; 7½-gal., 3 ft., \$10.00.

PURITY. Symmetrical pure white flowers, double, sometimes showing yellow stamens; always dependable, free flowering, late. 8-inch pots, 18 inches, \$2.50; 5-gal. can, 2½ ft., \$5.00.

ROSE QUEEN. Formal double deep rose pink; tall, vigorous plant, free flowering, midseason. 7½-gal. can, 3½ ft., \$12.50.

SALMON QUEEN. Lovely salmon pink blooms of double rose form, sometimes peony form; vigorous, upright plant, free flowering, midseason. 8-inch pots, 2 ft., \$4.50; 7½-gal. can, 3½ ft., \$12.50.

SARA SA. Semi-double flowers of large size and unique coloring, flesh white dotted and striped pink; vigorous, upright plant; midseason. 8-inch pots, 18 inches, \$5.00.

SOMEKAWA. Large formal double blooms, red striped pink; late. 8-inch pots, 2½ ft., \$4.50; 5-gal., \$10.00.

STARDUST. Double pink flowers of round, peony form; free flowering; midseason. 7½-gal., 3 ft., \$10.00.

TRICOLOR SIEBOLDI. (Wakanoura Variegated) Very early and one of the showiest; large single or semi-double flowers with broad petals, somewhat cup-shaped, white streaked with carmine. 8-inch pots, 2 ft., \$4.00; 7½-gal. cans, 3 ft., \$8.50.

TRIPHOSA. Semi-double cup-shaped white flowers with showy stamens; spreading, vigorous plant; midseason. 7½-gal., 2 ft., \$15.00.

VILLE DE NANTES. One of the most striking Camellias grown. Flowers semi-double, sometimes loose peony form, with deeply fringed petal edges; color is glowing dark red. Midseason. 8-inch pots, 2 ft., \$6.50; 5-gal., \$10.00.

VIRGIN'S BLUSH. For beauty of form and delicate coloring, this new Camellia is unsurpassed. Flowers are of medium size, double rose form to peony form, with petals of heavy texture, white with faintest pink flush; vigorous, upright plant, blooms midseason. Scarce. 1-gal., 18 inches, \$6.50.

WAKANOURA RED. Single to semi-double red, showy stamens, early. 8-inch pots, 2 ft., \$4.50.

CAMELLIA RETICULATA

Immense open flowers, semi-double, with broad, wavy petals, rosy red with purplish sheen, and showy yellow stamens. Distinctive foliage, narrow, pointed, deep dull green; plant grows upright, blooms midseason to late. 5-inch pots, \$5.00; 8-inch pots, \$10.00.



Paul J. Howard's
California Flowerland

BUSH ROSES for 1951

ANGELS MATEU. (Pat. No. 174) Large full-petalled fragrant blooms of luscious orange rose. \$1.50, 3 for \$3.75.

AUTUMN. Burnt orange and gold, streaked with red, fragrant, long lasting; strong upright plant with glossy foliage; exceptionally good on the coast. \$1.00, 3 for \$2.55.

BABE RUTH. (Pat. Applied For) This fine new rose performs like the American sports rose for whom it was named. Plants are strong and vigorous, with clean, green foliage. The heavy petalled copper-salmon buds develop into large, ovoid flowers, the color changing to rose-pink as the petals unfold. Long, straight stems hold the flowers in perfect balance. One of the most free flowering, through the entire rose season. \$2.00, 3 for \$5.00.

BRAVO. (Pat. Applied For) A brilliant new red rose of great size and lovely form, that holds its color even in hottest weather. \$2.00, 3 for \$5.00.

BUTTERSCOTCH. (Pat. No. 613) Beautifully shaped buds and flowers with long, graceful petals, the outside pale orange-yellow, the inside lemon-chrome at base, changing to pale orange, veined orange buff. \$1.50, 3 for \$3.75.

CALIFORNIA. (Pat. No. 449) The most sensational and free flowering rose in our gardens. The massive bushes are covered with huge, long lasting blooms of ruddy orange and gold, even in winter. \$1.25, 3 for \$3.15.

CALIFORNIA CENTENNIAL. The California State Rose. (Pat. Applied For) The outstanding dark red rose in our test garden, which should be in every garden, one of the last roses originated by the late Fred Howard. Long spiral buds and large double flowers of lovely form are a rich glowing crimson, intensely fragrant, on long, strong stems. Vigorous tall bush is exceptionally free flowering. \$2.00, 3 for \$5.00.

CAPISTRANO. (AARS-1950) (Pat. Applied for) Both buds and open flowers are a beautiful translucent, glowing rose pink that does not fade or change. Large buds, large flowers, on extra long stems; one of the most vigorous roses yet introduced. \$2.00, 3 for \$5.00.

CHARLOTTE ARMSTRONG. (Pat. No. 455) Beautiful long buds and large blooms of bright red in cool weather, cherry rose in hot weather. \$1.50, 3 for \$3.75.

CHRISTOPHER STONE. Free flowering popular bright scarlet crimson, fragrant. \$1.00, 3 for \$2.55.

CONTRAST. Popular two-toned rose, vermillion scarlet inside, underside cream with bronze shading. \$1.00, 3 for \$2.55.

DAINTY BESS. Single light pink, red stems. \$1.00, 3 for \$2.55.

DEBONAIR. (Pat. No. 677) Outstandingly beautiful buds and blooms of clear primrose yellow. Pointed buds, high centered double roses of rich fragrance; glossy, healthy foliage. \$1.50, 3 for \$3.75.

ECLIPSE. (Pat. No. 172) Long pure yellow buds; vigorous, fine foliage. \$1.50, 3 for \$3.75.

EDITH WILLKIE. (Pat. No. 500) Long pointed buds of jasper red, beautifully formed fragrant roses of bright shrimp pink, yellow at base. \$1.50, 3 for \$3.75.

ETOILE DE HOLLANDE. Favorite fragrant deep red. \$1.25, 3 for \$3.15.

FORTY-NINER. AARS-1949 (Pat. No. 792) Large fragrant double roses with petals of heavy texture, inside oriental to cherry red, reverse side chrome yellow; vigorous, free flowering, good foliage. \$1.75, 3 for \$4.50.

FIESTA. (Pat. No. 389) Unique among roses, double blooms are vermillion with stripes and flecks of bright yellow. Low spreading plant, needs plenty of water and fertilizer for finest blooms, but the gay flowers are worth it. \$1.50, 3 for \$3.75.

FRAU KARL DRUSCHKI. Favorite large double pure white; tall, vigorous bush. \$1.00, 3 for \$2.55.

FRED EDMUNDS. (Pat. No. 731) Burnt orange buds open to blooms of vivid coppery orange with fruity fragrance; heavy shiny foliage. \$1.50, 3 for \$3.75.

GOLDEN RAPTURE. Fine clear yellow pointed buds, perfectly formed roses, richly fragrant; handsome foliage. \$1.00, 3 for \$2.55.

GRANDE DUCHESSE CHARLOTTE. (Pat. No. 774) Long buds of Morocco red, fragrant blooms are dusky coral red; tall, vigorous. \$1.50, 3 for \$3.75.

HEART'S DESIRE. AARS-1940 (Pat. No. 501) Luminous deep red buds and large blooms, non-fading; richest fragrance; vigorous and one of the freest flowering. \$1.50, 3 for \$3.75.

J. OTTO THILLOW. Clear rose pink, fine keeping cut flower. \$1.00, 3 for \$2.55.

LOS ANGELES. Flame pink shaded coral and gold. \$1.00, 3 for \$2.55.

LOWELL THOMAS. AARS-1944 (Pat. No. 595) Large clear yellow buds and blooms of heavy texture; strong upright plant, free flowering. \$1.50, 3 for \$3.75.

LULU. Semi-double coppery pink, free flowering. \$1.25, 3 for \$3.15.

KATHERINE T. MARSHALL. (Pat. No. 607) Magnificent buds and flowers of warm clear pink, heavy textured and long lasting. \$1.50, 3 for \$3.75.

MANDALAY. (Pat. No. 775) One of the largest of all yellow roses, long pointed yellow buds and immense blooms of pure golden yellow. Luxuriant, vigorous plant. \$2.00, 3 for \$5.00.

MISSION BELLS. AARS-1950 (Pat. Applied For) A new color tone in roses, deep glowing salmon opening to brilliant shrimp pink. Flowers are full centered and when fully open measure as much as 5½ inches across. Mission Bells is unusually free flowering and vigorous. \$2.00, 3 for \$5.00.

Some Good Books on ROSES
HOW TO GROW BETTER ROSES
— Gallagher (For California Gardens)\$1.25
ROSES FOR EVERY GARDEN—
R. C. Allen\$3.50
HOW TO GROW ROSES—McFarland & Pyle.....\$2.49

PAUL J. HOWARD'S ROSES have been famed for many years for their great vigor and robust growth. Carefully selected budwood is grown on special root stocks, which impart extra strength to the tops. We select two-year-old bushes which have made greatest development, so they will quickly become established in the garden, and will bloom in a few weeks after planting.

The Bush and Climbing Roses listed are available bare root in our sales yard from January 1 to March 15.

ESTABLISHED ROSES for planting throughout the year, and when dormant Roses are not available (April to December), are planted in especially prepared soil, in 5-gallon tins. These superior large bushes may be selected and planted out in full bloom. Because of weight and bulk, Established Roses are practical only for local truck delivery, or "Cash and Carry."

PRICES OF ESTABLISHED ROSES	
ROSES listed Bare Root—	Established Price in 5-gal. tins
\$1.00 and \$1.25.....	\$2.00
\$1.50.....	\$2.50
\$2.00 and \$2.50.....	\$3.00

ALL CLIMBING ROSES, established in 5-gal. Tins, staked, each \$3.50

MAIL ORDERS

DORMANT, BARE-ROOT, BUSH AND CLIMBING ROSES will be shipped PREPAID anywhere in the United States. Orders are filled in rotation, beginning January 1. If Roses are wanted for planting after March 15, please specify, and we will keep your order in cold storage until planting time.

Please add Sales Tax to All California Orders, 3% in the State, 3½% in Los Angeles

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND
11700 National Blvd., Los Angeles 64, California

OLIVE PERCIVAL, Paul J. Howard's Brilliant New Rose

Plant Patent
No. 944



Seldom has such a lovely Rose been developed, and never a more satisfactory one. It has all the qualities a good rose should have—rich, glowing color and fragrance, graceful form, handsome foliage, and the vigorous bush blooms almost continuously.

The exquisite long slender buds are intense cherry red flushed gold on the outer petals and at the base of inner petals. They open slowly, retaining their glowing color as the broad, thick petals unfold. The fragrant, semi-double flowers are graceful, not too large for artistic arrangements. Stems are long and strong.

The plants are exceptionally vigorous, with leathery deep green foliage, and bloom almost continuously.

Each \$2.00, 3 for \$5.00

Paul J. Howard's Top Ten Newer Roses Will Be Ready for Christmas Giving

	See Descriptive List
CALIFORNIA CENTENNIAL	
OLIVE PERCIVAL	
PEACE	
SLEIGH BELLS	Each \$2.00, 3 for \$5.00
SUTTER'S GOLD	
TOM BRENNEMAN	
FORTY-NINER	Each \$1.75, 3 for \$4.50
CHARLOTTE ARMSTRONG	Each \$1.50, 3 for \$3.75
HEART'S DESIRE	Each \$1.50, 3 for \$3.75
CALIFORNIA	Each \$1.25, 3 for \$3.15

One of each, 10 plants in all, \$18.00 value, for \$15.00

Gift wrapped, delivered or mailed, postpaid, anywhere in the United States, in time for Christmas, if ordered before December 15.

If Roses are wanted for Spring Delivery, we will gladly hold shipment, and send a Christmas letter telling of their coming.

FLOWERLAND COLLECTION CALIFORNIA CENTENNIAL OLIVE PERCIVAL SLEIGH BELLS **One each for \$5.00** (\$6.00 Value)

California Flowerland

FLORIBUNDA ROSES

Plant these everblooming Cluster Roses in the garden, in groups with shrub-bery, or in beds for display and cut flowers.

BRIGHT EYES. (Pat. Applied For) Fine new yellow Floribunda with clusters of canary yellow buds and fragrant double silvery yellow flowers, with darker center. Vigorous, clean foliage. \$1.25, 3 for \$3.15

CECILE BRUNNER. Sweetheart Rose Fragrant pink. \$1.00, 3 for \$2.55.

CRIMSON ROSETTE. (Pat. Applied For) Perfectly formed, rosette-like double roses in big clusters; heavy foliage; blooms constantly. \$1.50, 3 for \$3.75.

CROWN OF JEWELS. (Pat. No. 149) Erect clusters of double, cup-shaped blooms, coral rose. \$1.00, 3 for \$2.55.

DAGMAR SPAETH. Semi-double white flowers. \$1.00, 3 for \$2.55.

ELSE POULSEN. Clusters of semi-double rose pink roses; strong erect plants that bloom continuously. \$1.00, 3 for \$2.55.

FASHION. AARS-1950 (Pat. No. 789) Charming new Floribunda rose bearing sprays of lovely small tea roses of fragrant coral pink, overlaid with gold. Pointed buds are oriental red. Bush grows 3 ft. tall, with good foliage, blooms freely. A bed or row of Fashion roses is as beautiful as any Azalea planting, and the roses grow in full sun. \$2.00, 3 for \$5.00.

FLORADORA. Clusters of dazzling cinnamon red and orange flowers; always in bloom. \$1.25, 3 for \$3.15.

GOLDBLOCKS. (Pat. No. 672) Golden yellow cup-shaped roses in clusters, long lasting. \$1.50, 3 for \$3.75.

IMPROVED LAFAYETTE. Fragrant glowing red semi-double roses. \$1.00, 3 for \$2.55.

MARGO KOSTER. Clusters of small double orange red roses. \$1.00, 3 for \$2.55.

MING TOY. (Pat. Applied For) Very double bright rose flowers in big sprays, long lasting; one of the most vigorous and free flowering. \$1.25, 3 for \$3.15.

PINKIE. AARS-1948 (Pat. No. 712) A perfect baby rose with delicate pink buds and flowers covering the 24-inch plant. \$1.50, 3 for \$3.75.

PINK ROSETTE. (Pat. Applied For) Symmetrical, little double roses in open sprays, peach pink; heavy foliage. \$1.50, 3 for \$3.75.

PINOCCHIO. (Pat. No. 484) Clusters of perfectly formed baby roses in shades of salmon pink flushed with gold. Vigorous plant, 2 ft. tall. \$1.25, 3 for \$3.15.

ROSENFELF. Miniature rose pink buds open to high-centered flowers 2 inches across, lovely for cutting and in the garden. \$1.25, 3 for \$3.15.

VALENTINE. (Pat. Applied For) NEW, free flowering Floribunda with good-sized red flowers, from spring to fall. Grows 18 to 24 inches tall. \$1.75, 3 for \$4.50.

MME. CHIANG KAI-SHEK. (Pat. No. 664) Long canary yellow buds, lovely bright yellow fragrant roses. \$1.50, 3 for \$3.75.

MME. HENRI GUILLOT. (Pat. No. 337) Large fragrant open flowers of spicy fragrance, reddish orange, rose and pink; vigorous. \$1.50, 3 for \$3.75.

MRS. E. P. THOM. Bright canary yellow, dark glossy foliage; nearly everblooming. \$1.00, 3 for \$2.55.

MRS. WAKEFIELD CHRISTIE MILLER. Very large double blush pink roses, shaded salmon, outside bright rose. \$1.00, 3 for \$2.55.

MRS. PIERRE S. DUPONT. Long pointed bud of reddish gold, semi-double blooms deep golden yellow, fragrant and long lasting; free flowering. \$1.00, 3 for \$2.55.

NEW YORKER. (Pat. No. 823) Huge, showy high centered roses of dazzling red, heavy petalled and delightfully fragrant. Holds its brilliant color until last petals fall. Tall, free flowering. \$2.00, 3 for \$5.00.

PEACE. AARS-1946 (Pat. No. 591) One of the outstanding roses, Peace is unique in beauty and popularity. Rich yellow buds open to soft yellow blooms of lovely form and immense size, each petal edged cerise pink. Flowers are high centered, very double, with large petals of heavy substance, long lasting, and borne on very long strong stems. Plants have great vigor, with shiny, almost holly-like foliage, and bloom freely. \$2.00, 3 for \$5.00.

PHYLLIS GOLD. Double blooms with massive broad petals, butter yellow, lighter at edges; exceptionally vigorous, good foliage, free flowering. \$1.25, 3 for \$3.15.

PICTURE. Fragrant salmon pink of beautiful form; nearly everblooming. \$1.00, 3 for \$2.55.

POINSETTIA. Bright poinsettia scarlet buds and double blooms, non-fading. \$1.00, 3 for \$2.55.

PRESIDENT HERBERT HOOVER. Large fragrant double blooms, a blend of scarlet, cerise pink and orange yellow; vigorous, free flowering. \$1.00, 3 for \$2.55.

ROSE MARIE. Fine rose pink buds and flowers, always in bloom. \$1.00, 3 for \$2.55.

RUBAIYAT. AARS-1947 (Pat. No. 758) Long shapely buds and blooms with heavy petals, richly fragrant, cerise red to rich crimson, the reverse side of petals being lighter. Long upright stems, luxuriant deep green foliage. Does best in cool sections. \$1.50, 3 for \$3.75.

SAN FERNANDO. AARS-1948 (Pat. No. 785) Perfectly shaped long buds, long lasting, unfading currant-red double flowers of spicy fragrance; leathery deep green foliage; disease resistant. \$1.50, 3 for \$3.75.

SANTA ANITA. (Pat. No. 539) One of the best deep pink roses, beautifully formed, long stemmed buds and blooms, fragrant. \$1.25, 3 for \$3.15.

SHOW GIRL. (Pat. No. 665) One of the largest and showiest deep pink roses, fragrant, long lasting, long stemmed. Thrives in all climates. \$1.50, 3 for \$3.75.

SLEIGH BELLS. (Pat. Applied For) Large ovoid buds on long, strong stems, very large fragrant blooms, with 40 or more petals of heavy substance, white with a trace of primrose at base of petals, adding life to the flower. Thick, leathery foliage, disease resistant; vigorous bush, extremely free flowering. See illustration, reverse side of folder. \$2.00, 3 for \$5.00.

SOUTHPORT. Fragrant cup-shaped roses, unfading crimson. \$1.00, 3 for \$2.55.

SUTTER'S GOLD. AARS-1950 (Pat. No. 885) Outstanding new yellow rose, with beautifully pointed yellow buds, shaded coppery red, open to superb yellow roses with coppery veins, delightfully fragrant. Unusually strong grower, free flowering, disease resistant. \$2.00, 3 for \$5.00.

TALLYHO. AARS-1949 (Pat. No. 828) Long lasting, fully double fragrant rose in a unique combination of red and silvery pink; big vigorous plant. \$1.75, 3 for \$4.50.

TAFFETA. AARS-1948 (Pat. No. 716) Outstanding semi-double blooms in salmon pink tones with outside petals shaded yellow, delicately veined, fragrant; large plant; foliage dark glossy green. \$1.50, 3 for \$3.75.

TALISMAN. Fragrant rose and gold, vigorous. \$1.00, 3 for \$2.55.

TEXAS CENTENNIAL. (Pat. No. 162) Magnificent big buds and double blooms of rosy red. Tall, vigorous, free flowering. \$1.50, 3 for \$3.75.

TOM BRENNEMAN. (Pat. Applied For) A grand new rose originated by the late Fred Howard, of exceptional vigor and beauty. Long coral rose buds open to large deep rose blooms of intense fragrance on heavy stems, long lasting when cut. Its massive form, rich color and fragrance, remind one of the famous old American Beauty rose. Blooms constantly. \$2.00, 3 for \$5.00.

THE DOCTOR. Enormous silvery pink double roses of rich fragrance. \$1.00, 3 for \$2.55.

VILLE DE PARIS. One of the best yellows, with slight orange tint, bronze foliage. \$1.00, 3 for \$2.55.

WHITE WINGS. (Pat. Applied For) Long pointed buds, broad-petalled single white roses with amethyst stamens tipped gold; flowers in sprays; blooms constantly. \$1.50, 3 for \$3.75.

WILL ROGERS. (Pat. No. 256) Deepest velvety red, fragrant. \$1.25, 3 for \$3.15.

Paul J. Howard's SHRUB ROSES

MRS. DUDLEY FULTON. (Pat. No. 122) Flat clusters of single white flowers, shiny foliage. Dwarf plant, good for edging shrubbery or rose garden, blooms constantly. \$1.25, 3 for \$3.15.

ROSA MUTABILIS. Tall bush with glossy healthy foliage the year around, and sprays of single, wild-rose type roses ranging from orange and soft yellow to rosy red, as flowers age. Makes a splendid hedge that may be kept pruned to 5 feet, or allowed to grow tall. \$1.00, 3 or more, each 85c.

ROSE OF CASTILE. Brought to California by the Mission Fathers, this has long arching branches, to 6 feet in height, and pink double roses singly or in clusters, richly fragrant. \$1.50, 3 for \$3.75.

SUTTER'S GOLD
\$2.00, 3 for \$5.00



CALIFORNIA CENTENNIAL—\$2.00, 3 for \$5.00



ROSA MUTABILIS, Shrub Rose—\$1.00, 3 for \$2.55



CRIMSON ROSETTE FLORIBUNDA ROSE
(Pink Rosette is of same symmetrical form, but bright rose pink)
\$1.50, 3 for \$3.75

BABE RUTH
\$2.00, 3 for \$5.00



EDITH WILLKIE
\$1.50, 3 for \$3.75



Sensational CALIFORNIA Roses line our Driveway at
California Flowerland—\$1.25, 3 for \$3.15



BUTTERSCOTCH—\$1.50, 3 for \$3.75



TOM BRENNEMAN
\$2.00, 3 for \$5.00



PEACE
\$2.00, 3 for \$5.00



CAPISTRANO
\$2.00, 3 for \$5.00



MISSION BELLS
\$2.00, 3 for \$5.00



FORTY-NINER
\$2.00, 3 for \$5.00



GRANDE DUCHESSE CHARLOTTE
\$1.50, 3 for \$3.75

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PAUL J. HOWARD'S ORDER SHEET

Quan.	Variety and Price	TOTAL	Quan.	Variety and Price	TOTAL	Quan.	Variety and Price	TOTAL
Floribunda Roses			ROSENEFFE \$1.25 each, 3 for \$3.15 VALENTINE \$1.75 each, 3 for \$4.50			Olive Percival \$4.50 Peace \$4.50 Pink Rosette \$4.50 President Hoover \$4.00 San Fernando \$4.50 Santa Anita \$4.00 Sleigh Bells \$4.50 Sutter's Gold \$4.50 Talisman \$4.00 Texas Centennial \$4.50 The Doctor \$4.00 Tom Breneman \$4.50 Ville De Paris \$4.00 Total Amount Tree Roses		
BRIGHT EYES \$1.25 each, 3 for \$3.15 CECILE BRUNNER \$1.00 each, 3 for \$2.55 CRIMSON ROSETTE \$1.50 each, 3 for \$3.75 CROWN OF JEWELS \$1.00 each, 3 for \$2.55 DAGMAR SPAETH \$1.00 each, 3 for \$2.55 ELSE POULSEN \$1.00 each, 3 for \$2.55 FASHION \$2.00 each, 3 for \$5.00 FLORADORA \$1.25 each, 3 for \$3.15 GOLDLOCKS \$1.50 each, 3 for \$3.75 IMPROVED LAFAYETTE \$1.00 each, 3 for \$2.55 MARGO KOSTER \$1.00 each, 3 for \$2.55 MING TOY \$1.25 each, 3 for \$3.15 MRS. DUDLEY FULTON \$1.25 each, 3 for \$3.15 PINKIE \$1.50 each, 3 for \$3.75 PINK ROSETTE \$1.50 each, 3 for \$3.75 PINOCCHIO \$1.25 each, 3 for \$3.15			Tree Roses 10% Discount on 10 or more. Add 50c packing charge for each order. Prices are for bare root Roses. Established Roses, in containers, staked, 50c each higher than bare root prices. Babe Ruth \$4.50 California \$4.50 Calif. Centennial \$4.50 Charlotte Armstrong \$4.50 Dainty Bess \$4.00 Debonair \$4.50 Etoile De Hollande \$4.00 Floradora \$4.00 Forty Niner \$4.50 Frau Karl Druschki \$4.00 Fred Edmunds \$4.50 Gr. Duch. Charlotte \$4.50 Heart's Desire \$4.50 Imperial Potentate \$4.00 Lowell Thomas \$4.50 Mission Bells \$4.50			10% Discount if 10 or more Tree Roses Total from other page Total this page TOTAL ORDER California Orders add 3% Sales Tax, L.A. 3½% Total Amount Enclosed		

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Los Angeles 64, California

11700 National Boulevard

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND

From.....

PLACE
LETTER
POSTAGE
HERE

MESSAGE

FOLD ON THIS LINE SECOND

Use this Order Sheet as an envelope—just fold on lines as indicated with mailing address outside, enclose draft, money order or check for amount of order, plus tax if any, fold down gummed flap, seal, stamp and mail.

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND**11700 National Blvd., Los Angeles 64, Calif.**

TELEPHONES: Los Angeles—Texas 0-2951

West Los Angeles—Arizona 3-1171 - Santa Monica—EXbrook 7-2118

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ROSE ORDER SHEET

Roses are available from January 1 to March 15. If wanted after March 15, we will hold orders in cold storage until planting time for your area.

**ALL BUSH AND CLIMBING ROSES
SENT PREPAID IN U.S.**

*If Variety Is Out of Stock, May We
Substitute Similar Type and Color
of Equal Value?.....*

Quan.	Variety and Price	TOTAL	Quan.	Variety and Price	TOTAL	Quan.	Variety and Price	TOTAL
Bush Roses						Climbing Roses		
	ANGELS MATEU \$1.50 each, 3 for \$3.75			MME. CHIANG KAI-SHEK \$1.50 each, 3 for \$3.75			CL. BELLE OF PORTUGAL \$1.25 each, 3 for \$3.15	
	AUTUMN \$1.00 each, 3 for \$2.55			MME. HENRI GUILLOT \$1.50 each, 3 for \$3.75			CL. CECILE BRUNNER \$1.25 each, 3 for \$3.15	
	BABE RUTH \$2.00 each, 3 for \$5.00			MRS. E. P. THOM \$1.00 each, 3 for \$2.55			CL. CHRISTOPHER STONE \$1.50 each, 3 for \$3.75	
	BRAVO \$2.00 each, 3 for \$5.00			MRS. W. C. MILLER \$1.00 each, 3 for \$2.55			CL. COND. DE SASTAGO \$1.25 each, 3 for \$3.15	
	BUTTERSCOTCH \$1.50 each, 3 for \$3.75			MRS. P. S. DUPONT \$1.00 each, 3 for \$2.55			CL. DAINITY BESS \$1.25 each, 3 for \$3.15	
	CALIFORNIA \$1.25 each, 3 for \$3.15			NEW YORKER \$2.00 each, 3 for \$5.00			CL. DAME EDITH HELEN \$1.25 each, 3 for \$3.15	
	CALIFORNIA CENTENNIAL \$2.00 each, 3 for \$5.00			OLIVE PERCIVAL \$2.00 each, 3 for \$5.00			CL. ETOILE DE HOLLANDE \$1.25 each, 3 for \$3.15	
	CAPISTRANO \$2.00 each, 3 for \$5.00			PEACE \$2.00 each, 3 for \$5.00			CL. GOLDEN EMBLEM \$1.25 each, 3 for \$3.15	
	CHARLOTTE ARMSTRONG \$1.50 each, 3 for \$3.75			PHYLLIS GOLD \$1.25 each, 3 for \$3.15			CL. GOLD RUSH \$1.25 each, 3 for \$3.15	
	CHRISTOPHER STONE \$1.00 each, 3 for \$2.55			PICTURE \$1.00 each, 3 for \$2.55			CL. HEART'S DESIRE \$1.50 each, 3 for \$3.75	
	CONTRAST \$1.00 each, 3 for \$2.55			POINSETTIA \$1.00 each, 3 for \$2.55			CL. HIGH NOON \$1.75 each, 3 for \$4.50	
	DAINTY BESS \$1.00 each, 3 for \$2.55			PRESIDENT HOOVER \$1.00 each, 3 for \$2.55			CL. K. A. VICTORIA \$1.25 each, 3 for \$3.15	
	DEBONAIR \$1.50 each, 3 for \$3.75			ROSA MUTABILIS \$1.00 each, 3 for \$2.55			CL. LOS ANGELES \$1.25 each, 3 for \$3.15	
	ECLIPSE \$1.50 each, 3 for \$3.75			ROSE MARIE \$1.00 each, 3 for \$2.55			CL. MME. G. STAECHLIN \$1.25 each, 3 for \$3.15	
	EDITH WILLKIE \$1.50 each, 3 for \$3.75			ROSE OF CASTILE \$1.50 each, 3 for \$3.75			CL. MME. HENRI GUILLOT \$1.50 each, 3 for \$3.75	
	ETOILE DE HOLLANDE \$1.25 each, 3 for \$3.15			RUBAIYAT \$1.50 each, 3 for \$3.75			CL. MRS. E. P. THOM \$1.25 each, 3 for \$3.15	
	FORTY-NINER \$1.75 each, 3 for \$4.50			SAN FERNANDO \$1.50 each, 3 for \$3.75			CL. MRS. P. J. HOWARD \$1.50 each, 3 for \$3.75	
	FIESTA \$1.50 each, 3 for \$3.75			SANTA ANITA \$1.25 each, 3 for \$3.15			CL. PEACE \$2.00 each, 3 for \$5.00	
	FRAU KARL DRUSCHKI \$1.00 each, 3 for \$2.55			SHOW GIRL \$1.50 each, 3 for \$3.75			CL. MRS. SAM MCGREDY \$1.50 each, 3 for \$3.75	
	FRED EDMUNDS \$1.50 each, 3 for \$3.75			SLEIGH BELLS \$2.00 each, 3 for \$5.00			CL. PICTURE \$1.50 each, 3 for \$3.75	
	GOLDEN RAPTURE \$1.00 each, 3 for \$2.55			SOUTHPORT \$1.00 each, 3 for \$2.55			CL. PINK DAWN \$1.25 each, 3 for \$3.15	
	GR. DUCH. CHARLOTTE \$1.50 each, 3 for \$3.75			SUTTER'S GOLD \$2.00 each, 3 for \$5.00			CL. PRESIDENT HOOVER \$1.25 each, 3 for \$3.15	
	HEART'S DESIRE \$1.50 each, 3 for \$3.75			TALLYHO \$1.75 each, 3 for \$4.50			CL. PAUL'S SCARLET \$1.25 each, 3 for \$3.15	
	J. OTTO THILLOW \$1.00 each, 3 for \$2.55			TAFFETA \$1.50 each, 3 for \$3.75			CL. ROSE MARIE \$1.25 each, 3 for \$3.15	
	LOS ANGELES \$1.00 each, 3 for \$2.55			TALISMAN \$1.00 each, 3 for \$2.55			CL. SANTA ANITA \$1.50 each, 3 for \$3.75	
	LOWELL THOMAS \$1.50 each, 3 for \$3.75			TEXAS CENTENNIAL \$1.50 each, 3 for \$3.75			CL. SHOW GIRL \$1.50 each, 3 for \$3.75	
	LULU \$1.25 each, 3 for \$3.15			TOM BRENNEMAN \$2.00 each, 3 for \$5.00			CL. TALISMAN \$1.25 each, 3 for \$3.15	
	KATHERINE T. MARSHALL \$1.50 each, 3 for \$3.75			THE DOCTOR \$1.00 each, 3 for \$2.55			CL. TEXAS CENTENNIAL \$1.50 each, 3 for \$3.75	
	MANDALAY \$2.00 each, 3 for \$5.00			VILLE DE PARIS \$1.00 each, 3 for \$2.55			CL. VILLE DE PARIS \$1.25 each, 3 for \$3.15	
	MISSION BELLS \$2.00 each, 3 for \$5.00			WHITE WINGS \$1.50 each, 3 for \$3.75				
				WILL ROGERS \$1.25 each, 3 for \$3.15				
						Total amount forwarded		

Customers not having established charge account should send remittance with order, using money order, bank draft or personal check. We do not ship C.O.D.

SEAL AND STAMP — NO OTHER ENVELOPE NECESSARY

THIS FLAP IS GUMMED READY TO FOLD.

CL. HEART'S DESIRE
\$1.50, 3 for \$3.75

Paul J. Howard's
California Flowerland

CLIMBING ROSES

Prices listed on Climbing Roses are for bare-root, dormant plants, which are available in our sales yard from January 1 to March 15, and include shipping charges anywhere in the U. S.

Climbing Roses, established in 5-gallon cans and staked, may be planted the year around. These are available after March 15 for local delivery only.

All established Climbing Roses are priced at \$3.50 each.



CL. BELLE OF PORTUGAL. Earliest to bloom, vigorous grower. Long buds of pale salmon flesh. \$1.25, 3 for \$3.15.

CL. CECILE BRUNNER. Fragrant little pink roses. \$1.25, 3 for \$3.15.

CL. CHRISTOPHER STONE. (Pat. Applied For) Fine scarlet crimson. \$1.50, 3 for \$3.75.

CL. CONDESA DE SASTAGO. Coppery rose, reverse of petals gold. \$1.25, 3 for \$3.15.

CL. DAINY BESS. Graceful sprays of single pink roses. \$1.25, 3 for \$3.15.

CL. DAME EDITH HELEN. Large fragrant double pink. \$1.25, 3 for \$3.15.

CL. ETOILE DE HOLLANDE. One of the best deep red. \$1.25, 3 for \$3.15.

CL. GOLDEN EMBLEM. Rich deep yellow. \$1.25, 3 for \$3.15.

CL. GOLD RUSH. Lovely golden yellow, glossy foliage. \$1.25, 3 for \$3.15.

CL. HEART'S DESIRE. (Pat. No. 663) Fragrant deep crimson. \$1.50, 3 for \$3.75.

CL. HIGH NOON. AARS (Pat. No. 704) New pillar rose, 8 to 10 ft high, nearly thornless. Long-stemmed semi-double yellow roses. \$1.75, 3 for \$4.50.

CL. KAISERIN AUGUSTA VICTORIA. Vigorous, best white. \$1.25, 3 for \$3.15.

CL. LOS ANGELES. Flame pink, coral and gold. \$1.25, 3 for \$3.15.

CL. MME. GREGOIRE STAECHELIN. Double pearl pink, splashed with crimson. \$1.25, 3 for \$3.15.

CL. MME. HENRI GUILLOT. Reddish orange, rose and pink. \$1.50, 3 for \$3.75.

CL. MRS. E. P. THOM. Deep yellow, blooms constantly. \$1.25, 3 for \$3.15.

CL. MRS. PAUL J. HOWARD. (Pat. No. 450) Deep velvety red buds, large double fragrant roses, unfading crimson. \$1.50, 3 for \$3.75.

CL. PEACE. (Pat. No. 591) Wonderful huge yellow, edged rose, now in climbing form, vigorous and free flowering. \$2.00, 3 for \$5.00.

CL. MRS. SAM McGREDY. Fragrant scarlet orange, bronze foliage. \$1.50, 3 for \$3.75.

CL. PICTURE. Fragrant salmon pink, free flowering. \$1.50, 3 for \$3.75.

CL. PINK DAWN. Deep rose buds, pink blooms orange at center. \$1.25, 3 for \$3.15.

CL. PRESIDENT HERBERT HOOVER. Rose, gold and red, free flowering, vigorous. \$1.25, 3 for \$3.15.

PAUL'S SCARLET CLIMBER. Clusters of brilliant red roses all spring. \$1.25, 3 for \$3.15.

CL. ROSE MARIE. Fine rose pink. \$1.25, 3 for \$3.15.

CL. SANTA ANITA. (Pat. No. 539) Beautiful buds and blooms, deep rose pink. \$1.50, 3 for \$3.75.

CL. SHOW GIRL. (Pat. Applied For) Large deep pink buds and blooms, luxuriant foliage, free flowering. \$1.50, 3 for \$3.75.

CL. TALISMAN. One of the best, rose and gold. \$1.25, 3 for \$3.15.

CL. TEXAS CENTENNIAL. (Pat. No. 565) Immense long stemmed brick red buds and roses, carmine to deep pink. Needs plenty of room. \$1.50, 3 for \$3.75.

CL. VILLE DE PARIS. One of the best yellow roses. \$1.25, 3 for \$3.15.

Paul J. Howard's

TREE ROSES

Paul J. Howard's Tree Roses are budded on strong straight stems, 36 inches from the ground. See list of Bush Roses for descriptions of varieties listed below.

Prices on Tree Roses are for bare-root plants, available until March 15. Staked and established Tree Roses, in containers, are priced 50c each higher than bare-root prices. These are available for local delivery only.

All bare-root Tree Roses are sent at purchaser's expense, charges collect. Please add 50c to each order for packing.

10% DISCOUNT ON ORDERS FOR 10 OR MORE TREE ROSES

	Each		Each
Pink Shades		Red Shades	
BABE RUTH	\$4.50	CALIFORNIA CENTENNIAL	\$4.50
DAINTY BESS	\$4.00	CHARLOTTE ARMSTRONG	\$4.50
IMPERIAL POTENTATE—Exceptionally		ETOILE DE HOLLANDE	\$4.00
fine fragrant pink	\$4.00	GRANDE DUCHESSE CHARLOTTE	\$4.50
MISSION BELLS	\$4.50	HEART'S DESIRE	\$4.50
PINK ROSETTE—Floribunda	\$4.50	OLIVE PERCIVAL	\$4.50
SANTA ANITA	\$4.00	SAN FERNANDO	\$4.50
THE DOCTOR	\$4.00	TEXAS CENTENNIAL	\$4.50
TOM BRENNEMAN	\$4.50		
Yellow and Orange Shades		White	
CALIFORNIA	\$4.50	FRAU KARL DRUSCHKI	\$4.00
DEBONAIR	\$4.50	SLEIGH BELLS	\$4.50
FRED EDMUNDS	\$4.50		
LOWELL THOMAS	\$4.50	Vari-Colored	
PEACE	\$4.50	FLORADORA	\$4.00
SUTTER'S GOLD	\$4.50	FORTY-NINER	\$4.50
VILLE DE PARIS	\$4.00	PRESIDENT HERBERT HOOVER	\$4.00
		TALISMAN	\$4.00

PLANT TREE ROSES

For accent in the Rose Garden,
and along walks and driveways.

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND
11700 National Blvd., Los Angeles 64, California


— TELEPHONES —

TEXAS 02951

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Paul J. Howard's

New

SLEIGH

BELLS

Rose

Each \$2.00

3 for \$5.00

Paul J. Howard's new White Rose, SLEIGH BELLS, already rates among the top sixteen Roses of any color offered in catalogs throughout the nation, according to the American Rose Society Bulletin. And it is growing in popularity.

A Christmas Gift Package of three Sleigh Bells dormant plants, attractively wrapped, will be sent to any address with your greetings, for \$5.00.

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND

11700 National Blvd., Los Angeles 64, California